

Order / Rev: 723944
 Alt Order #: 06388118
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: House Majority PAC
 Product Desc: HOUSE MAJ PAC
 Estimate: 2171

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WKYC	10/23/12	10/26/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF - -	:30	3	\$800.00	P-5	0.00	NM	3	\$2,400.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$800.00		0.00						
E 6	WKYC	10/23/12	10/26/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF - -	:30	3	\$800.00	P-5	0.00	NM	3	\$2,400.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$800.00		0.00						
E 7	WKYC	10/23/12	10/26/12	Early Today Early Today	CM	4a-430a	- TWTF - -	:30	3	\$200.00	P-5	0.00	NM	3	\$600.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$200.00		0.00						
E 8	WKYC	10/23/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF - -	:30	3	\$1,000.00	P-5	0.00	NM	3	\$3,000.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$1,000.00		0.00						
E 9	WKYC	10/23/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF - -	:30	3	\$1,200.00	P-5	0.00	NM	3	\$3,600.00
CH3 NEWS SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$1,200.00		0.00						
E 10	WKYC	10/23/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF - -	:30	4	\$2,000.00	P-5	0.00	NM	4	\$8,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	4		\$2,000.00		0.00						
E 11	WKYC	10/23/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	- TWTF - -	:30	3	\$3,800.00	P-5	0.00	NM	3	\$11,400.00
CH3 NEWS @ 7P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$3,800.00		0.00						
E 12	WKYC	10/23/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	- TWTF - -	:30	3	\$3,000.00	P-5	0.00	NM	3	\$9,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$3,000.00		0.00						
E 13	WKYC	10/23/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	- TWTF - -	:30	3	\$1,200.00	P-5	0.00	NM	3	\$3,600.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	3		\$1,200.00		0.00						
E 14	WKYC	10/23/12	10/27/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	- TWTF - -	:30	2	\$4,500.00	P-5	0.00	NM	2	\$9,000.00
CH3 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF - -	2		\$4,500.00		0.00						
E 15	WKYC	10/29/12	10/29/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M- - - - -	:30	1	\$15,000.00	P-5	0.00	NM	1	\$15,000.00
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M- - - - -	1		\$15,000.00		0.00						
E 16	WKYC	10/27/12	10/28/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	- - - - - SS	:30	2	\$550.00	P-5	0.00	NM	2	\$1,100.00
CH3 NEWS S/S @ 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- - - - - SS	2		\$550.00		0.00						
E 17	WKYC	10/27/12	10/27/12		CM	1130p-107a	- - - - - S-	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Saturday Night Live		Saturday Night Live									
				SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1			\$3,000.00			0.00			
E 18	WKYC	10/28/12	10/28/12	Su 12-1230p	CM	12-1230p /Su	-----S	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				Channel 3 News at Noon Su											
				NOON NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$1,200.00			0.00			
E 19	WKYC	10/28/12	10/28/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				NBC Today Show (Su)											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$3,000.00			0.00			
E 20	WKYC	10/28/12	10/28/12	Sun 9-1030a	CM	9a-1030a	-----S	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
				Channel 3 News Sun 9a											
				CH3 NEWS SUN @ 9A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1			\$2,500.00			0.00			
E 21	WKYC	10/23/12	10/28/12	EN (M-Su)	CM	M-F 6-730pm/SS 6-730pm	--TWTFSS	:30	4	\$3,800.00	P-5	0.00	NM	4	\$15,200.00
				Early News (M-Su)		(6:00 PM-6:30 PM)									
				CH3 NEWS @ 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTFSS		4			\$3,800.00			0.00			
E 22	WKYC	10/23/12	10/23/12	Tue Prime B	CM	9-10p	-T-----	:30	1	\$8,500.00	P-5	0.00	NM	1	\$8,500.00
				Tue Prime B											
				GO ON/ THE NEW NORMAL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----		1			\$8,500.00			0.00			
E 23	WKYC	10/24/12	10/24/12	Wed Prime C	CM	10-11p	--W----	:30	1	\$8,000.00	P-5	0.00	NM	1	\$8,000.00
				Wed Prime C											
				CHICAGO FIRE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1			\$8,000.00			0.00			
E 24	WKYC	10/29/12	10/29/12	M-F 3-4p	CM	3p-4p	M-----	:30	1	\$800.00	P-5	0.00	NM	1	\$800.00
				The Doctors											
				DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$800.00			0.00			
E 25	WKYC	10/29/12	10/29/12	M-F 4-5p	CM	4p-5p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
				Ellen Degeneres											
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$1,000.00			0.00			
E 26	WKYC	10/29/12	10/29/12	M-F 5-6a	CM	5a-6a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
				Channel 3 News @ 5AM											
				CH3 NEWS SUNRISE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$1,200.00			0.00			
E 27	WKYC	10/29/12	10/29/12	M-F 5-6p	CM	5p-6p	M-----	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
				Dr. Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$2,000.00			0.00			
E 28	WKYC	10/29/12	10/29/12	M-F 7-9a Today	CM	7a-9a	M-----	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		1			\$3,000.00			0.00			
E 29	WKYC	10/29/12	10/29/12		CM	9a-10a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a Today II											
				Today Show II											
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -		1				\$1,200.00		0.00			
													Totals	60	\$133,700.00